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In the Claims:

- 1.(previously presented) An encapsulated fragrance composition comprising;
 - water,
 - a fragrance material, and
 - a liquid crystal-forming material containing at least one fatty alcohol having at least 22 carbon atoms, and
 - a reinforcing material, the reinforcing material being a material which causes the encapsulated fragrance composition to exhibit a plateau region of the storage elastic modulus higher than 10^3 Pascal at 25°C, which reinforcing material is selected from the group consisting of:
 - a) crystalline or partially crystalline polyethylene having a molecular weight less than 10,000 g/mol;
 - b) poly(ethylene-b-ethylene oxide) copolymers having an ethylene oxide oxide level of lower than 80% and a molecular weight lower than 2500 g/mol;
 - c) alginates optionally admixed with amphiphilic modified starches or dextrans having a 1% solution viscosity lower than 50 mPas when measured in water at 20 °C with a Brookfield viscometer having a spindle number 1 and operating at 60 rpm; and,
 - d) sodium silicate combined with calcium, in which sodium silicate is added to the liquid-crystal-forming material and the cross-linking reaction is carried out in situ by post-addition of calcium chloride after the formation of the liquid-crystalline phase.

2(cancelled)

3.(cancelled)

4.(cancelled)

5.(cancelled)

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6.(cancelled)

7.(previously presented) An encapsulated fragrance composition according to claim 1 wherein the liquid crystal-forming material is a mixture of a non-ionic surfactant and at least one long chain fatty alcohol having at least 16 carbon atoms, at least one of which alcohols has at least 22 carbon atoms.

8.(previously presented) An encapsulated fragrance composition according to claim 1 in the form of an aqueous dispersion of particles, the particles containing liquid crystalline structures.

9.(currently amended) An encapsulated fragrance composition according to claim 1 wherein it exhibits a plateau region of the store elastic modulus of higher than 10^3 Pa, as measured on a Paar Physica Rheometer MCR 300 fitted with a cone-plate measuring unit and operating in the oscillating mode, with a cone-plate measuring unit CP25-2 having the characteristics: shear rate factor: 3 s-1/min-1, shear stress factor: 12.223 Pa, sample volume: 0.16 cm³, radius of measuring cone: 12.5 mm, angle of measuring cone: 2°, cone truncation: 50 micrometers.

10.(previously presented) An encapsulated fragrance composition according to claim 1 wherein the composition has a liquid crystalline phase with a periodicity length, as measured by X-ray diffraction of between 30 and 120 Angstroms.

11.(previously presented) An encapsulated fragrance composition according to claim 1 wherein the composition exhibits at least one melting transition at a temperature higher than 50°C.

12.(previously presented) A household product comprising an encapsulated fragrance a composition according to claim 1.

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13.(previously presented) A personal care product comprising an encapsulated fragrance a composition according to claim 1.

14.(cancelled)

15.(cancelled)

16.(cancelled)

18.(previously presented) An encapsulated fragrance composition according to claim 7, wherein the non-ionic surfactant is selected from the group consisting of:

- I) alkylglycosides or alkylpolyolosides bearing alkyl chains having at least 20 carbons atoms;
- II) alkylpolysorbates bearing alkyl chains longer than 18 carbon atoms; and
- III) ethoxylated fatty esters with alkyl residue having at least 18 carbon atoms.

19.(new) An encapsulated fragrance composition according to claim 1 comprising;
water,
a fragrance material, and
a liquid crystal-forming material containing at least one fatty alcohol having at least 22 carbon atoms, and
a reinforcing material, the reinforcing material being a material which causes the encapsulated fragrance composition to exhibit a plateau region of the store elastic modulus higher than 10^3 Pascal at 25°C, which reinforcing material is selected from the group consisting of:

- a) crystalline or partially crystalline polyethylene having a molecular weight less than 10,000 g/mol;

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- b) poly(ethylene-b-ethylene oxide) copolymers having an ethylene oxide oxide level of lower than 80% and a molecular weight lower than 2500 g/mol; and,
- d) sodium silicate combined with calcium, in which sodium silicate is added to the liquid-crystal-forming material and the cross-linking reaction is carried out in situ by post-addition of calcium chloride after the formation of the liquid-crystalline phase.

20.(new) An encapsulated fragrance composition consisting essentially of:
water,
a fragrance material, and
a liquid crystal-forming material containing at least one fatty alcohol having at least 22 carbon atoms, and
a reinforcing material, the reinforcing material being a material which causes the encapsulated fragrance composition to exhibit a plateau region of the store elastic modulus higher than 10^3 Pascal at 25°C.

21.(new) An encapsulated fragrance composition according to claim 20 wherein the reinforcing material is selected from the group consisting of:

- a) crystalline or partially crystalline polyethylene having a molecular weight less than 10,000 g/mol;
- b) poly(ethylene-b-ethylene oxide) copolymers having an ethylene oxide oxide level of lower than 80% and a molecular weight lower than 2500 g/mol;
- c) alginates optionally admixed with amphiphilic modified starches or dextrans having a 1% solution viscosity lower than 50 mPas when measured in water at 20 °C with a Brookfield viscometer having a spindle number 1 and operating at 60 rpm; and,
- d) sodium silicate combined with calcium, in which sodium silicate is added to the liquid-crystal-forming material and the cross-linking reaction is

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carried out in situ by post-addition of calcium chloride after the formation of the liquid-crystalline phase.

- 22.(new) An encapsulated fragrance composition according to claim 20 wherein the liquid crystal-forming material is a mixture of a non-ionic surfactant and at least one long chain fatty alcohol having at least 16 carbon atoms, at least one of which alcohols has at least 22 carbon atoms.
- 23.(new) An encapsulated fragrance composition according to claim 20 in the form of an aqueous dispersion of particles, the particles containing liquid crystalline structures.